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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Michal Moriniec; et al.) Examiner: Gart, Matthew S.
Serial No.: 10/698,849) Art Unit: 3625
Filed: October 31, 2003) Our Ref: B-5283 621316-4
For: "MAKING PURCHASE DECISIONS") Date: September 5, 2006
) Re: <i>Amendment and Response</i>

AMENDMENT AND RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in reply to the non-final Office Action mailed on June 8, 2006, an initial response to which is due no later than

September 8, 2006.

Please amend the above-identified application as described below and consider the following remarks. **All amendments and remarks herein are made without prejudice.**

Amendments to the Abstract begin on page 2 of this paper.

Remarks/Arguments begin on page 3 of this paper.